MKTG801

International Marketing

S2 Evening 2017

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff Unit Convenor Dr June Buchanan june.buchanan@mq.edu.au Contact via Email E4A630 Mondays 5 - 6 pm. Other times for appointments please email me.
Credit points 4
Prerequisites MKTG696 or ICOM892
Corequisites
Co-badged status
Unit description This unit will examine the factors that influence marketing strategy in an international setting. Students undertake comprehensive research and analysis of academic articles and apply concepts such as globalisation and anti-globalisation; international economic environments; social and cultural elements of market environments; political-legal environments; international marketing intelligence; market entry; and international product, distribution, pricing and promotional strategies and tactics, to a comprehensive international marketing plan.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Evaluate macro and micro environmental factors in the development of a professional international marketing plan

Critically formulate and evaluate international marketing strategies and tactics incorporating sustainability considerations

Identify contemporary challenges facing international business and analyse the need for socially responsible and ethical behaviour

Collaborate with others effectively, including in teams and in culturally or linguistically diverse contexts

General Assessment Information

Students must regularly check iLearn and their MQ student emails.

Assessment Tasks

Name	Weighting	Hurdle	Due
International Marketing Plan	30%	No	Week 12
IMP and Reflective Tasks	30%	No	Weeks 2 - 11 inclusive
Lecture Topic Research Summary	40%	No	Weeks 2 - 11 inclusive

International Marketing Plan

Due: **Week 12**
Weighting: **30%**

Beginning at Week 2, students will start work on various components of their international marketing plan throughout session. Weekly topics will be handed out in class. Please note that this is an individually assessed assignment and that each student is responsible for developing their own, independent International Marketing Plan (IMP). Under no circumstances should Team members share the same information when developing their individual IMP as Turnitin will pick up any shared information and as a consequence, marks will be deducted from all reports sharing the same information.

The final **individually** researched, analysed and written product (i.e. international marketing plan) is due no later than **5 pm Monday 30 October 2017**. All marketing plans must be submitted to the Turnitin link on iLearn.

Penalties:

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

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IMP and Reflective Tasks

Due: **Weeks 2 - 11 inclusive**
Weighting: **30%**

The Team work component of the IMP will involve the development of weekly Reflective documents which need to be submitted each week to the appropriate Assessment link on Turnitin within 4 days of the end of class on Mondays (i.e. they must be submitted no later than 9 am Friday the same week).

During class time in Weeks 2 - 11, students will work in Teams of four (4) to five (5) to brainstorm, discuss, analyse and make recommendations on the weekly component of the marketing plan. Each student will then utilise the outcomes of this group time to work on that section of their individual marketing plan, outside of class (please refer to details of the individual IMP above).

During class, each Team will be given 30 - 40 minutes to discuss and write a couple of pages about their collective reflections of working in Teams based on the four components of the marking rubric (guidance will be provided by the lecturer at the start of session). The reflections must be based on the dynamics involved when working in Teams. Each of the four components based on Team Learning Outcomes in the rubric, must be addressed and supported by the academic literature, in your written submission.

Penalties

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

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Lecture Topic Research Summary

Due: **Weeks 2 - 11 inclusive**
Weighting: **40%**

Students will be allocated to one lecture topic at the beginning of session and will be required to work in Teams (size of Teams dependant on the number of students) on that topic. Each team is to conduct in-depth research on the designated lecture topic and team-teach and present to the rest of the class during the week when that lecture topic is due. Each lecture topic presentation is expected to be interactive with the rest of the class and should be of no more than 60 minutes duration. The lecture topic must be supported by at least five academic journal articles per student. It is expected that students will present in-depth information based on academic research and analysis of that week's lecture topic. Under no circumstances should students merely present information based on the textbook chapter. Each lecture topic is expected to enhance critical insights into aspects of international marketing pertinent to international marketers. Remember - MKTG801 is all about International Marketing - NOT domestic marketing!

Each team will be required to submit a written document to the appropriate link under the Assessments on iLearn the week of the presentation. The report should include an in-depth summary of the lecture topic, an explanation about the sources you used to learn about this topic and an evaluation of those sources. You will receive marks for academic articles you have researched, analysed and applied, rather than industry reports and media sources, etc.

Please note that this assessment has two parts:

Individually assessed 'team teach' class presentation: 20%

Team written and submitted document: 20%

Although the written component is a team assessment, each team member must include their name next to the heading of the section they have developed. In addition, each team member must list all sources they have referenced in the body of the Lecture Topic report, in the References list in alphabetical order, under each student's name and SID. DO NOT merely include the student name and SID at the end of each reference. The References section must clearly display each student's name and SID with all references obtained by that student, underneath. Then the next student's name and SID, etc.

Please note that where there is disparity in the number and quality of academic articles in terms of research and analysis between students in the team, different marks will be allocated. To that end, whilst the team should ensure that the Lecture Topic Summary flows logically, NO team member is expected to carry any of the other team members by doing any of their work for them.

Please refer to the marking rubric for this assessment on iLearn, for guidance.

Penalties

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for

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Delivery and Resources

TEXTBOOK

Below is the link where students can purchase the required **Kotabe et al International Marketing 4th Asia Pacific Edition** textbook directly from the Wiley Direct website. The etext is $55 and the print text is available for 20% discount off the RRP and free delivery to anywhere in Australia.

http://www.wileydirect.com.au/buy/international-marketing-4th-asia-pacific-edition/

You can also purchase this textbook from the Co-op bookshop on campus.

CLASSES

This unit is run as a seminar. There will be weekly short lectures on each week's topic/s summaries. Team work in class is an important focus. This Unit will also incorporate interactive learning activities.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

ABSENCE IN LECTURES AND TUTORIALS

Attendance will be taken in the seminar. You should strive to attend each class. You must submit a Disruption to Studies if you are unable to attend a class, without incurring a penalty.

If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer, as this will not normally be allowed as it interrupts the class.

Mobile phones must be turned OFF and not simply set to SILENT during class.To satisfactorily complete this unit students must participate in class discussions and complete all assessment tasks.

TECHNOLOGY USED AND REQUIRED

No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

The web page for this unit can be found at: iLearn http://ilearn.mq.edu.au

REQUIRED UNIT MATERIALS AND/OR RECOMMENDED READING

In addition to the prescribed textbook, the unit is developed on current research and practice in International marketing.

Recomended Journals

- Journal of International Marketing
- International Journal of Research in Marketing
- Journal of Consumer Research
- Journal of Consumer Behaviour
- Journal of International Consumer Marketing
- European Journal of Marketing
- Journal of Services Research
- Journal of Marketing
- Journal of Brand Management
- International Marketing Review
- International Journal of Research in Marketing

Related Recommended Materials

For some topics your lecturer can give you references of extra reading material

Global context of the unit: The unit itself is based on an international perspective. Each week students will learn how global businesses operate and how they can successfully be operated. In addition, the assessment tasks outlined for this unit will develop students knowledge about current international business issues.

Sustainability context: The understanding of sustainability and social responsibility within an international context will be included in lectures, presentations and applied in the marketing plan assessments.

WHAT IS REQUIRED TO COMPLETE THE UNIT SATISFACTORY

To satisfactorily complete this unit, students must successfully complete all assessments and demonstrate a commitment to teamwork activities.

Unit Schedule

Week		Lecture Topic	Textbook Chapter	Additional Activities

1		Introduction to International Marketing	1	Ice Breaker Formation of Teams (for Team Reflection assessment and for Lecture Topic Summary assessment) Allocation of Lecture Topic Summaries What working in Teams means
2		Marketing Sustainably in an International Context **Guest Lecture**		Team Reflective Task - RT1
3		**Research Librarian Presentation** Economic and Financial Environment	2	Team Reflective Task - RT2
4		Political and Legal Environment	3	Lecture Topic Summary presentation Team Reflection task - RT3
5		Cultural Environment	4	Lecture Topic Summary presentation Team Reflection task - RT4
6		Consumer Behaviour, Marketing Research, Segmentation and Positioning	Truncation of Chapters 5, 6 and 7	Lecture Topic Summary presentation Team Reflection task - RT5
7		Market Selection and Entry Strategies	8	Lecture Topic Summary presentation Team Reflection task - RT6
Recess		18 September to 2 October.		
8		As today is a Public Holiday in New South Wales (Labour Day). Therefore, there is no official class held today.		You should spend this week working on your individual International Marketing Plans. You should ensure that you are now up to date with the first part of your IMP completed. You are also expected to work on your Team Reflective Task and submit no later than 5 pm Friday of this week. Team Reflection task - RT7
9		Developing New Goods and Services for International Markets Marketing Goods and Services	9 10	Lecture Topic Summary presentation Team Reflection task - RT8
10		International Communications	11	Lecture Topic Summary presentation Team Reflection task - RT9

11		International Logistics	12	Lecture Topic Summary presentation Team Reflection task - RT10 Evaluations
12		International Pricing	14	Lecture Topic Summary presentation **International Marketing Plans due**
13		Wrap Up		

Learning and Teaching Activities

Lectures

This course consists of 12 weeks of teaching and an optional week (Week 13). The learning process for the unit will comprise of lectures, team teaching, team work brainstorming of components of the IMP and team work reflections. Students are expected to fully participate in all team work and class discussions, read the relevant lecture chapters in advance and conduct sufficient research, analysis and application of academic articles for the marketing plan and the lecture topic summaries. Students should follow current developments in international marketing and include a focus on corporate social responsibility and sustainability. Students must check iLearn on a regular basis. In class activities will be posted on iLearn, so in addition to Announcements and Notices, students must be aware of pre- and in-class requirements for each week.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and

decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Evaluate macro and micro environmental factors in the development of a professional international marketing plan
- Collaborate with others effectively, including in teams and in culturally or linguistically diverse contexts

Assessment task

- IMP and Reflective Tasks

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Evaluate macro and micro environmental factors in the development of a professional international marketing plan
- Critically formulate and evaluate international marketing strategies and tactics incorporating sustainability considerations
- Identify contemporary challenges facing international business and analyse the need for socially responsible and ethical behaviour
- Collaborate with others effectively, including in teams and in culturally or linguistically diverse contexts

Assessment tasks

- International Marketing Plan
- IMP and Reflective Tasks
- Lecture Topic Research Summary

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcome

- Identify contemporary challenges facing international business and analyse the need for socially responsible and ethical behaviour

Assessment tasks

- International Marketing Plan
- IMP and Reflective Tasks

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Evaluate macro and micro environmental factors in the development of a professional international marketing plan
- Critically formulate and evaluate international marketing strategies and tactics incorporating sustainability considerations

Assessment task

- Lecture Topic Research Summary

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Collaborate with others effectively, including in teams and in culturally or linguistically diverse contexts

Assessment task

- Lecture Topic Research Summary

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Critically formulate and evaluate international marketing strategies and tactics incorporating sustainability considerations
- Identify contemporary challenges facing international business and analyse the need for socially responsible and ethical behaviour

Assessment task

- International Marketing Plan

Changes from Previous Offering

Same structure as previous session, with the only minor change being an increase in the number of words for the weekly Team Reflection documents (from 500 to 800 words).

Global issues, Sustainability and Social Responsibility

Lectures and assessments will incorporate global issues, sustainability and social responsibility.

Research and Practice; Global and Sustainability

This unit draws on extensive research. Conducting research independently both individually and as a team, is essential in order to successfully pass this Unit.

Issues of sustainability are integrated in the lectures and in the marketing plan.

International marketing creates students' awareness of marketing in an international context. This includes the many diversified aspects, including contemporary challenges facing businesses, that need to be considered when marketing internationally.